

A WORD FROM OUR PRESIDENT



Doug Powell

When I became President of BEMA, I spoke of the importance of building upon a strong foundation. My attendance at the annual membership and Glass Build America meetings has reinforced that feeling and has satisfied me that there are more potential opportunities that need to be evaluated and pursued where appropriate. As the voice of the bath enclosure industry BEMA works hard to provide the industry the leadership and direction so essential in dealing with a constantly changing market place. You can be assured that we will continue to listen and question in our efforts to keep members ahead of the game.

BEMA continues to work on a number of issues related to the completion of our new product standards. As you might expect, these issues need to be resolved if BEMA is to make a timely submission to ASTM. The members of the Standards Committee can be proud of their work and looks forward to submitting the completed standard to ASTM in the very near future.

There's not a single member of the association that hasn't felt the impact of the housing slowdown and while we hate the fact that business is slow, we need to remember that we have enjoyed the good times and that slow times are to be expected. It is now important that the industry focus on assuring the consumer that the quality of its products does in fact add to the value of their homes.

I have been very candid in saying the time is now to recommit ourselves to the bath enclosure industry and that a few hours of association service each month will not detract from our job performance. I firmly believe that BEMA is a valuable industry resource and that communication is critical to getting that message out. As it continues examining the issues and changes affecting our industry, BEMA leadership will continue to rely on member input in seeking solutions.

Thanks again for your support and let's all do our part to contribute to the continued success of the association and remember "MEMBERS DO BUSINESS WITH MEMBERS."

Annual Meeting Concludes Successful Year!

The BEMA Annual Membership Meeting, held in Atlanta in conjunction with GlassBuild America, proved a success, attracting a cross section of members from throughout the country and Canada. Despite the early start, over sixty members showed up for the breakfast meeting and for one of the most popular networking events of the year. The meeting provided a great opportunity for members to learn about new bathroom trends and to share ideas for advancing industry interests.



President Powell opened the meeting by thanking everyone for coming and recognized all of the past presidents in attendance and thanked them for their invaluable contributions to the growth of the bath enclosure industry. Powell introduced this year's Keynote speaker, Jackie Naylor, CMKBD of Jackie Naylor Interiors, Inc. and her presentation, "Bathroom Trends". Jackie demonstrated how clients are now determining trends and more and more customers are using the media and the internet to do their research. She emphasized that clients like to hire real professionals, meaning good installer with great products. She went on to say that clients know what they are looking for and want what is trendy. She

reminded everyone to think outside the box and finished with a presentation of some of her designs.

Moving into the association update, Powell reported that as most of our attendees today may agree money matters and so it is with your association. He stated that 2007 will be another solid year financially and that the association's budget was adequately funded. He went on to say that while the association will continue its promotional and standards activities, the Board of Directors is considering new and innovative ideas that will benefit the association in the future.



By far, the association's most important project continues to be the development of quality and installation standards. President Powell invited Ron Biberdorf, Craftsman Fabricated Glass to update the attendees on the progress of the

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Standards Corner

By Ron Biberdorf

Now that the committee can see an end of their efforts, there has been a renewed energy that has inspired everyone to dig in for that last mile. The draft is almost complete and we are anticipating sending it to the ASTM task group very soon.

Our work to complete our initial draft document has continued under the BEMA Standards Committee. We have completed comprehensive, engineer supervised and certified testing on the deflection of glass when installed in typical bath enclosure configurations. While much data does exist about glass deflection in standard glazing applications such as 2 sided or 4 sided support applications the 2 sided applications only address glass being supported on 2 long or 2 short edges, whereas a typical heavy glass bath enclosure has the glass panel supported on 1 long and 1 short edge. A battery of tests were performed to determine deflection of glass panels under different support and load conditions; the main purpose of the tests was a) to analyze the effect of different support conditions on glass deflection, b) to analyze the effect of glass size on glass deflection, c) to develop recommendations, based on the test results, for acceptable levels of deflection, and d) to determine if analytical procedures can be used to accurately predict glass deflection for different support conditions. The findings of the tests will become an integral part of the final standard.

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BEMA DESIGN AWARD WINNERS

The Bath Enclosure Manufacturers Association (BEMA) is pleased to announce the winners of its 11th Annual Design Awards Competition. Dave Cerne, with Advanced Shower Doors of Baptistown, New Jersey and Bill Daubmann of Mr. Shower Door of Naples, Florida with their entries in the Glass Under 3/8" and Glass 3/8" and Over categories respectively won this year's competition.

The winners were honored at BEMA's Annual Membership Meeting, September 11, 2007 in Atlanta, Georgia in conjunction with GlassBuild America: The Glass, Window & Door Expo. This year's judging panel of industry editors and designers were, Matt Slovick, Glass Magazine, David Newton, David Newton & Associates, Ellen Girard, US Glass, Fernando Diaz, ASID, Fernando Diaz & Associates, and Donna Vining, FASID, Vining Design Associates. All entries were completed between July 1, 2006 and June 30, 2007. The awards program recognizes and rewards exceptional bathroom design that uses a shower or tub enclosure in place of a shower curtain. To view all the entries and winning designs visit www.bathenclosures.org.



Dave Cerne with Advanced Shower Doors received the award in the Glass Under 3/8 Inch category.



Representatives from Mr. Shower Door accept the award for their entry in the Glass 3/8 Inch and Over category.

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The committee has also begun regular communication with other members of the ASTM task group prior to our formal submission of the proposed standard. These communications are helping us to better understand the priorities and concerns of others that will have input at the ASTM level, enabling us to address some of their concerns now and hopefully avoid any major objections at ASTM.

The committee's goal has remained constant from the beginning: To develop comprehensive voluntary standards for the manufacture and installation of bath enclosures keeping safety as the first priority ever while encouraging industry innovation and development.



The BEMA Standards Committee discusses industry standards at GlassBuild America in Atlanta, Georgia.

BEMA BEGINS SEARCH FOR NEW RECOMMENDED CLEANER

Reckitt Benckiser and its Lysol brand have announced they will end their relationship with BEMA. The relationship provided BEMA members an effective and safe cleaner to recommend to their customers, promotional materials that aligned their products with a name brand, all of which contributed to the expanded use of their products. The search for a new cleaner, one that meets the association's standard, is under way.

The two year relationship with Lysol Bathroom Cleaner was mutually beneficial, name recognition increased and nearly two million coupons were placed directly with consumers. The association is grateful for Lysol's support and looks forward to welcoming a new partner in the very near future.

THE CLOCK IS TICKING



Please Remember: 2008 Dues and Membership Update Forms need to be sent in immediately. For more information, contact association Headquarters.

NEW BEMA MEMBERS

Active Members:

American Shower Door
Fleurco Products Inc.

Associate Members:

Taishan Gold Gain Aluminum Products LTD.

Dealer Members:

White Bear Glass, Inc.

THANK YOU TO SPONSORS AND ANNUAL CONTRIBUTORS

AFG	Guardian Industries
Oldcastle Glass	TAI-AO Aluminum
Kam Kiu Aluminum	Mr. Shower Door
Advanced Shower Doors	Portals Hardware

Your generous support of the Association and the shower enclosure industry has made it possible to actively pursue our objectives without interruption.

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standards committee and on the recent testing in Houston. Biberdorf introduced John Colapietro of Oldcastle Glass who gave a PowerPoint presentation on the ASTM process and John Veras Duschqueen who walked the group through the current draft. Biberdorf concluded by presenting some of the conclusions reached from the results of the certified testing and indicated the information would be passed along to the ASTM task group shortly.

President Powell thanked all of this year's sponsors and contributing members and invited everyone to visit the BEMA booth in the Industry Pavilion. He indicated that he would be particularly interested in learning what each member thinks the association could do for them and reminded everyone that the association is at its best when we all do our part. Ending on a high note, the lucky winners of the annual Door Prizes were selected and the meeting was adjourned.



Tom Whitacker draws the winner at the BEMA booth promotion.